THE TURNING

Our lives changed forever as we embraced the dream of freedom. We pledged to deliver on it. On 23rd March 1940, we altered history. With a lifetime promise of prosperity, we created the identity of green for ourselves. We became Pakistan!

And as the leading life insurance company in Pakistan, we take this opportunity to not just celebrate with you this milestone of our shared history but also assure you of our commitment towards your successes to come. Together, let's resolve for a prosperous life.











